

**Section II:**

**AMENDMENT UNDER 37 CFR §1.121 to the**

**SPECIFICATION**

Please amend the TITLE to read as follows:

**System and Method for Intelligent Merchandise Indicator and Product  
Information Provision**

Please amend the SUMMARY OF THE INVENTION, paragraph [0019], to read as follows:

[0019] The present invention provides a system and method for identifying a consumer through use of a number of common technologies, accessing a persistent data store of the consumer's preferences, comparing these preferences to articles for sale which are on display in the proximity of the consumer, and alerting the user to displayed sample products which match the consumer's preferences. The system and method may also query an inventory management system to determine if a matching product is in stock, as well as provide for the automatic transmission of detailed product data for said matching products to the consumer's e-mail address or other persistent computing device such as a wireless networked personal digital assistant, web-enabled wireless telephone or an Internet appliance. An indication is provided to a consumer that a product or item on a retail fixture matches a set of consumer preferences is provided by equipping a retail fixture with a consumer identification unit and with a display unit indicator associated with a sample product on the retail fixture. Responsive to a consumer moving from outside the proximity to inside the proximity of the consumer identification unit, the identity of the consumer is established, and the consumers set of preferences is retrieved. It is then determined, automatically, which sample products on the retail fixture matches the consumers preferences, and a display unit indicator is illuminated for the matching sample products such that the attention of the proximate consumer is directed to the physical location of the matching products.